

# Fiji

## Global Youth Tobacco Survey (GYTS)

### FACT SHEET . . . . .



The Fiji GYTS includes data on prevalence of cigarette and other tobacco use as well as information on five determinants of tobacco use: access/availability and price, environmental tobacco smoke exposure (ETS), cessation, media and advertising, and school curriculum. These determinants are some of the components Fiji could include in a comprehensive tobacco control program.

The Fiji GYTS was a school-based survey of students in Forms 2-4, conducted in 1999. A two-stage cluster sample

design was used to produce representative data for all of Fiji. At the first stage, schools were selected with probability proportional to enrollment size. At the second stage, classes were randomly selected and all students in selected classes were eligible to participate. The school response rate was 86.3%, the student response rate was 88.0%, and the overall response rate was 76.0%. A total of 1629 students participated in the Fiji GYTS.

### Prevalence

37.2% of students had ever smoked cigarettes (Male = 47.4%, Female = 27.2%)  
 18.9% currently use any tobacco product (Male = 24.1%, Female = 13.4%)  
 14.2% currently smoke cigarettes (Male = 18.8%, Female = 9.6%)  
 8.6% currently use other tobacco products (Male = 11.5%, Female = 5.6%)  
 21.4% of never smokers are likely to initiate smoking next year

### Knowledge and Attitudes

52.3% think boys and 36.8% think girls who smoke have more friends  
 13.5% think boys and 11.5% think girls who smoke look more attractive

### Access and Availability - Current Smokers

13.6% usually smoke at home  
 36.6% buy cigarettes in a store  
 68.3% who bought cigarettes in a store were NOT refused purchase because of their age

### Environmental Tobacco Smoke

51.7% live in homes where others smoke  
 69.2% are around others who smoke in places outside their home  
 54.0% think smoking should be banned from public places  
 54.6% definitely think smoke from others is harmful to them  
 45.6% have one or more parents who smoke  
 12.2% have most or all friends who smoke

### Cessation - Current Smokers

79.7% want to stop smoking  
 82.3% tried to stop smoking during the past year  
 82.7% have ever received help to stop smoking

### Media and Advertising

87.7% saw anti-smoking media messages, in the past 30 days  
 78.9% saw pro-cigarette ads on billboards, in the past 30 days  
 81.6% saw pro-cigarette ads in newspapers or magazines, in the past 30 days  
 21.9% have an object with a cigarette brand logo  
 11.0% were offered free cigarettes by a tobacco company representative

### School

64.5% had been taught in class, during the past year, about the dangers of smoking  
 46.2% had discussed in class, during the past year, reasons why people their age smoke  
 55.8% had been taught in class, during the past year, the effects of tobacco use

### Highlights

- 19% of students currently use any form of tobacco; 14% currently smoke cigarettes; 9% currently use some other form of tobacco.
- ETS exposure is high – over half of students live in homes where others smoke; almost 7 in 10 are exposed to smoke in public places; almost half have parents who smoke.
- Over half of students think smoking should be banned in public places.
- Over half of students think smoke from others is harmful to them.
- Almost 8 in 10 smokers want to stop.
- Almost 9 in 10 students saw anti-smoking media messages in the last 30 days; 8 in 10 students saw pro-cigarette ads in the past 30 days.